



# NATURAL SPRING SHOW

McCORMICK PLACE, WEST BUILDING • CHICAGO, IL • APRIL 20-21, 2016

## EXHIBITOR PROSPECTUS



**KeHE**™



# NATURAL SPRING SHOW

We are pleased to invite you to our 2016 KeHE Natural Spring Show. This regional show will host the combined Midwest, Northeast, and Southeast regions on April 20-21, 2016, at the Hyatt McCormick Place-West Building in Chicago, IL. This is the first time it will be held in Chicago, which is within close proximity to even more retailers to buy from you.

As the natural marketplace continues to be on the cutting edge with consumer demands, Natural food store retailers are aggressively pursuing on trend and new product assortments to secure consumer loyalty. The KeHE Natural Spring Show has a reputation of providing an avenue to match these retailers with vendors whose products identify and set upcoming trends. With their ability to make buying decisions quickly, these retailers use this show to support emerging brands, as well as their existing product assortments.

The KeHE Natural Spring Show will showcase all product categories—including natural and organic, fresh, VMS and personal care, bulk, household cleaning supplies, international and domestic specialty, and general merchandise. Each vendor is encouraged to present attending retailers with new items, seasonally relevant shippers, pallet deals and case stacks, and other hot-priced promotional opportunities to promote your brands.

Promotional months for this show will mirror the June, July and August 2016 dates, however show promotions are separate from Marketing Monthly promotions.

## SCHEDULE OF EVENTS\*

### WEDNESDAY April 20, 2016

|                       |                             |
|-----------------------|-----------------------------|
| 8:00 a.m. - 5:00 p.m. | Registration Open           |
| 8:00 a.m. - 2:00 p.m. | Exhibitor Setup             |
| 3:00 p.m. - 6:00 p.m. | Exhibit Hall Open           |
| 6:00 p.m. - 8:00 p.m. | Retailer Appreciation Event |

### THURSDAY April 21, 2016

|                       |                     |
|-----------------------|---------------------|
| 7:00 a.m. - 4:00 p.m. | Registration Open   |
| 7:00 a.m. - 5:00 p.m. | Luggage Storage     |
| 8:00 a.m. - 8:45 a.m. | Featured Speaker    |
| 9:00 a.m. - 4:00 p.m. | Exhibit Hall Open   |
| 4:00 p.m. - 7:00 p.m. | Exhibitor Tear Down |

\* Tentative schedule, subject to change / all events will be at the Hyatt McCormick Place - West Building



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# EXHIBITOR INFORMATION & PRICING

**2016 KeHE Natural Spring Show provides your company an excellent opportunity to showcase new products, hot promotions and items that provide consumer value to the Independent Natural Marketplace that can be otherwise hard to reach.**

## Full Table - \$1,590

The table package will include the following:

- One (1) 8' Table – includes champagne skirting
- Company Identification Sign
- Two (2) Chairs
- One (1) Wastebasket
- Complimentary badge registration for two (2) to Exhibit Hall and Retailer Appreciation Reception

## Half Table - \$1,390

The table package will include the following:

- One Half (½) 8' Table (4' of space) – includes champagne skirting
- Company Identification Sign
- One (1) Chair
- One (1) Wastebasket
- Complimentary badge registration for one (1) to Exhibit Hall and Retailer Appreciation Reception

## ADDITIONAL EXHIBITOR/BROKER BADGES:

Exhibitor Registration and Retailer Appreciation Reception - \$85 each

## INDIVIDUAL TICKETS:

- Exhibitor Registration Badges - \$20 each
- Tickets to Retailer Appreciation Reception - \$75 each

## EXHIBIT QUESTIONS? CONTACT:

2016 KeHE Natural Spring Show Management  
Phone: 800.261.1599  
E-mail: [NaturalShows@KeHE.com](mailto:NaturalShows@KeHE.com)

## REQUIREMENTS:

- **KeHE Marketing Program** - Only original contracts received from exhibitors participating in the KeHE Marketing program with full payment and promotion contracts received will be processed and considered for space assignment.
- **Brand Representation** - KeHE requires limitations of brand representation to a maximum of three (3) brands per booth. This allows you better your product in front of our retailers.
- **Table Application Deadline** - Table applications must be received no later than **February 12, 2016**, or until all available table locations have been sold.
- **Table Location Assignment** - Table locations will be assigned to all participants the week of **February 15, 2016**, and table assignment confirmations and the Exhibitor Services Manual will be sent to the main company contact the week of **February 22, 2016**.
- **Table Payment** - Full payment is due no later than **February 12, 2016**. If full payment and promotional allowance form(s) are not received by February 12, 2016, KeHE will not assign the exhibitor a table location and may cancel the show participation. If application is honored, despite non-payment, a credit card will be required to complete payment. Additionally, full payment must be received prior to the show or exhibitors will not be allowed to set up. Payment will not be accepted onsite.

## PROMOTIONS:

For additional selling opportunities, this show will be using the established Marketing Monthly promotion periods schedule. Additional information will be noted on the Promotion Submission Form. In order to participate in the Natural Spring Show, vendors must have items active in at least one of the following KeHE DCs: Bloomington, Lehigh Valley and/or Elkton.

| Promotion Month      | Natural Channel Marketing Monthly Due Dates | Spring Show Contract Due Date | Buy Start Date | Buy End Date | Spring Show Retailer Ship Dates |
|----------------------|---------------------------------------------|-------------------------------|----------------|--------------|---------------------------------|
| June 2016 (Book 6)   | 1/1/16                                      | 02/12/16                      | 05/09/16       | 06/10/16     | 6/2/16 thru 7/2/2016            |
| July 2016 (Book 7)   | 2/12/16                                     | 02/12/16                      | 06/06/16       | 07/15/16     | 7/3/16 thru 8/6/2016            |
| August 2016 (Book 8) | 3/11/16                                     | 02/12/16                      | 07/11/16       | 08/12/16     | 8/7/16 thru 9/3/2016            |



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# SPONSORSHIP OPPORTUNITIES

KeHE offers a sponsorship and advertising program to help promote your company's presence at each of the 2015 KeHE Natural Spring and Fall Shows. The program is designed to meet your budget requirements and increase your company's visibility both at the show and throughout the year.

## **KeHE Spring Natural Show & Dinner Sponsor: \$15,000 (one available)**

Have your products in the ultimate spotlight with this exclusive sponsorship! Your products will receive additional exposure on all show signage, within and around the Exhibit Hall, hotel and Appreciation Dinner, and be spotlighted at the Appreciation Dinner with a product display, as permitted by the venue. Sponsor to provide all products for prominent viewing, and placement is up to the discretion of Show Management. Make sure your company is in the spotlight with this sponsorship.

## **Electronic Charging Stations: \$1,500 (5 available)**

"Plug in" your brand while attendees charge their devices! KeHE is offering electronic charging stations within the show hall and in the lobby area for our attendees' phones, tablets, and other devices. (Chargers will not be provided.) Each sponsorship includes one (1) charging station with signage on each station that contains your logo and booth number. Vendors may sponsor multiple charging stations.



## **Menu Inclusion Sponsorship: \$500**

Taste tests are the easiest way to promote products, and what better way to reach all attendees than to have your product included with the Spring Natural Show meal functions! For more information and available options, contact [ShowSponsorships@KeHE.com](mailto:ShowSponsorships@KeHE.com). Samples are not included in the price, and sponsor is responsible for all additional costs associated with shipping product, transporting, and possible corkage fees.

## **Lanyards: \$1,500**

Distributed to all attendees, name badge lanyards will include your company logo, name and Web site. Sponsorship requires purchase of lanyards from a third party provider, for an additional fee. Select your company's logo/color to make a bold statement.



## **Sampling/ Refreshment Station: \$500 (5 positions available)**

Double your exposure and trial to all attendees with a second location as they walk the Exhibit Hall. Refreshment Stations throughout the Exhibit Hall are secondary locations that allow your product to be viewed and sampled. Your sponsorship comes with additional visibility through promotional signage that will direct attendees to your primary location in the Exhibit Hall. Sponsor is responsible for all additional costs associated with shipping, transporting, displaying, maintaining and removing of extra product.

## **Aisle Carpet Decals: \$650**

Make your company logo the first thing attendees see as they enter the Exhibit Hall. Your company name and logo will be placed at the entrance to the aisle where your booth is located guarantying your company logo is seen by all attendees. Fees for production of custom adhesive logos are included in the listed cost.



## **Full-Page Ad in Onsite Show Program: \$400**

A full-page, non-bleed placement (8.5" x 11" vertical) should include company name, logo, company message and graphic image. Files must be high resolution with fonts embedded and either .eps, .pdf, .jpg or .tiff. Deadline for ad submission is **March 15, 2016.**



## **Half-Page Ad in Onsite Show Program: \$200**

A half-page, non-bleed placement (8.5" x 5.5" vertical) should include company name, logo, company message and graphic image. Files must be high resolution with fonts embedded and either .eps, .pdf, .jpg or .tiff. Deadline for ad submission is **March 15, 2016.**

## **NEED AN AD CREATED?**

Ads that are NOT submitted in the required formats will be charged an additional fee for reformatting or recreating the ads after they are submitted. If you would like us to create your ad for an additional \$400, you must supply a high resolution logo and text as a Word document. You must notify Julie Caine at [Julie.Caine@KeHE.com](mailto:Julie.Caine@KeHE.com) that your company would like an ad created before **March 10, 2016.**



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# RULES & REGULATIONS

## 1. Americans with Disabilities Act/Similar non-U.S. Statutes

Exhibitors shall be responsible for making their exhibits accessible to persons with disabilities, as required by the Americans with Disabilities Act or similar statutes as may apply outside of the United States and shall hold KeHE Distributors harmless from any consequences of failing to do so.

## 2. Application and Payment

All exhibitors participating in the 2016 KeHE Natural Spring Show are required to complete an application for space and subscribe to the following official Rules and Regulations. The 2016 KeHE Natural Spring Show accepts, for processing only, those applications that are completed with all required information, signed by an appropriate company representative of the exhibiting company and accompanied by the appropriate payment listed. Applications to exhibit will not be processed unless the exhibitor is a participant in the KeHE Marketing program.

## 3. Assignment of Space

Table space will be assigned after the cut-off date for all exhibitors. Table selection begins February, 12 2016.

A confirmation of your table location number will be e-mailed to the key contact approximately (8) weeks prior to each Natural Show. Please note that the floor plan is subject to change and KeHE reserves the right to assign space or rearrange the floor plan and/or relocate any exhibit at any time, before or during the event.

## 4. Badges

An exhibitor is responsible for all badged personnel under the company name. KeHE reserves the right to remove or discharge any exhibitor who has badged inappropriate personnel.

## 5. Care of the Building

Exhibitors will be held responsible for any damage caused by fastening displays or fixtures to the building floors, walls or columns or to standard booth equipment or for damage caused in any other manner. Exhibitors may not apply paint, lacquer, adhesives or any other coating to building columns and floors or to standard booth equipment.

## 6. Cancellations

Cancellation of exhibit space must be directed in writing to [Natural-Shows@KeHE.com](mailto:Natural-Shows@KeHE.com). If notice of cancellation is received before February 12, 2016, the exhibitor will not be held to a cancellation penalty. After February 12, 2016, and exhibitor is liable for the space assigned to them and all fees associated with that purchase. No refunds on cancellation of space will be made after February 12, 2016. Any authorized refunds will be processed after the show takes place.

## 7. Character of Displays

The KeHE Show reserves the right to prohibit an exhibitor to conduct and maintain an exhibit if, in the judgment of the show management, it compromises the business or the event. KeHE reserves the right to restrict any promotional item that, in the judgment of show management, is deemed inappropriate for a family-oriented event.

## 8. Cooking Regulations

No combustible oils, bottled gases or open flames of any kind will be allowed in the Exhibit Hall. Exhibitors using any kind of cooking equipment must have a fire extinguisher in their exhibit space. Without a fire extinguisher, no cooking will be permitted. All exhibitors who will be heating or cooking food must provide a Plexiglass shield in front of all cooking and heating equipment. Any exhibitor using heat-producing equipment must provide ventilation, safety equipment, proper insulation and utility connections meeting all local fire regulations. Fire regulations prohibit the use of paper, crepe paper, corrugated paper, oil cloth, tar paper, nylon, plastic, uncoated cardboard, untreated wood and any other combustible or flammable materials for the decorating of an exhibit space. No cooking or heating appliances which are in use may be left unattended in an exhibit space associated with the table location for any period of time. A minimum of two feet must be kept between all cooking devices and all combustible materials. Exhibitors using cooking equipment will be required to obtain a rider on their insurance and will be required to show proof of insurance before set-up. The following are to be named on the rider: KeHE Distributors, The Expo Group, the show venue in question and SmithBucklin Corporation.

## 9. Display of a Non-Approved Product

KeHE will charge a \$1,500 violation fee to any vendor displaying product(s) that are not part of the KeHE inventory and properly slotted.

## 10. Distribution of Alcoholic Beverages

Distribution of alcoholic beverages is prohibited in this building.

## 11. Eligibility

The objective of the 2015 KeHE Spring Natural Show is to showcase products that are distributed by KeHE Distributors. Eligible companies are those that have been specifically invited to exhibit by KeHE. KeHE reserves the right to revoke a company's exhibit privileges and terminate the exhibit agreement if the company's product(s) are no longer distributed by KeHE. KeHE does not specify that any space will be available to any applicant.

## 12. Exhibitor's Authorized Representative

Each exhibiting company must have at least one person to be its representative in connection with installation, operation and removal of exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible and exhibitor assumes responsibility for such representative being in attendance throughout all exposition periods. Exhibitors and their representatives will be required to wear badges throughout the Show. Badges are not transferable. Members of KeHE Show Management must be advised of any changes to representatives registered. The new representative's name and replacement name must be provided.

# RULES & REGULATIONS

## 13. Fire Safety Regulations

The exhibitor assumes all responsibility for compliance with local, city and state safety, fire and health ordinances covering installation and operation of equipment. All display or exhibit materials and equipment must be properly located and protected by safety barriers and fire-proofed to prevent fire hazards or personal accidents to spectators. KeHE reserves the right to dispose of any food items that may pose a health and safety risk (i.e. food that has gone bad due to heat or food that attracts insects).

## 14. Guests under 21 (Exhibitors & Guests Policy)

At the request of KeHE's Risk Management group and of the each show venue, all under age personnel must be accompanied by an adult with Show ID at all times, including all show floor and show sponsored functions. All exhibitors and attendees are asked to abide and enforce such policy. Failure to comply may lead to KeHE show(s) contract termination.

## 15. Payments

Full payment for all exhibitors is due February 12, 2016. If full payment and promotional allowance form(s) are not received by February 12, 2016, KeHE will not assign the exhibitor a table location and may cancel the show participation. If application is honored, despite non-payment, a credit card will be required to complete payment. Additionally, full payment must be received prior to the show or exhibitors will not be allowed to set up. Payment will not be accepted onsite.

## 16. Installation and Dismantling

All exhibits must be completed, staffed and ready for business by 8:00 a.m. on the Thursday. Exhibitors not show ready by the stated time will be fined \$500 and may be prohibited from exhibiting in future KeHE events. No exhibitor shall begin dismantling their exhibit prior to 4:00 p.m. on the Thursday of each scheduled Natural Show.

## 17. Insurance, Liability and Indemnification

All property of exhibitor is understood to remain under their custody and control in transit to or from or within the confines of the Exhibit Hall. Exhibitors are required to obtain from their insurance company a rider to cover exhibit material against injury to the person and property of others. Neither KeHE Distributors, Inc., nor KeHE Show Management, nor the show venue in question, nor the contracting/ decorating representatives will be responsible for any injury, loss or damage that may occur to the exhibitor, or to the exhibitor's employees or property from any cause prior to, during or subsequent to the period covered by the exhibit contract; and the exhibitor signing this contract expressly releases all of the aforesaid from, and agrees to indemnify and hold harmless them and each of them against any and all claims for such loss, damage or injury.

## 18. Management

KeHE Show Management reserves the right to remove or alter any exhibit that does not comply with the above regulations.

## 19. Marketing Activity Onsite

All exhibitor marketing activities must be confined to the exhibitor's allotted table space, unless exhibitor is participating in a prepaid Sponsorship and is approved by show management. KeHE will charge a \$1,500 violation fee to any/all vendors who distribute samples or place marketing materials, other than approved KeHE, outside of their allotted table space. The \$1,500 will be deducted by KeHE and donated to charity. To protect all Sponsorship participants, the following marketing activities are prohibited: Exhibitor or Broker signage may not be placed outside of an exhibitor's assigned table space. Exhibitor product may not be distributed other than from their allotted table space. (Examples: the distribution of products or marketing materials in and around the shuttle area, eating and business areas, parking garages and/or and other areas at each of the show venue locations being used.)

## 20. Sample Size Limit

Food items are limited to "bite size" and are not to exceed 2 oz. portions

## 21. Security

KeHE Show Management will provide 24-hour perimeter security from the start of set-up on Saturday of each scheduled event through the end of dismantling on Sunday of each scheduled event. However, the exhibitor is solely responsible for his/her own materials and should insure his/her exhibit against loss or theft. Exhibitors are advised to take individual precautionary measures such as securing portable articles of value and removing such articles to a place of safekeeping after the exhibit hours.

## 22. Service Organization and Electronic Exhibitor Services Manual

The electronic KeHE Show Exhibitor Services Manual will be e-mailed to the one person designated as the booth contact for your company. Please be certain the individual listed on the contract is the main contact, as all correspondence will be routed through that individual. Show Management will select certain firms as official contractors for exhibitor services. These contractors will be selected on the basis of proper rates for their services and their ability to meet exhibitor requirements. The service manual will provide contact names and information pertaining to auxiliary services and order forms for all services.

## 23. Subletting

Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them. Nor shall they exhibit or permit to be exhibited in their space any merchandise or advertising materials which are not a part of their regular products, or which are not compatible with the character of KeHE, without a written request and approval from KeHE.